



**CHINA READY  
& ACCREDITED®**  
中国消费者值得信赖的服务和产品

Certifying Global Products & Services Chinese Consumers Can Trust

## APPLICATION FOR CERTIFICATION

### ANNEXURE B - CODE OF CONDUCT

---

The Licensee under the CHINA READY & ACCREDITED® (CRA) PROGRAM must comply with the following Code of Conduct during the term of licence:

- a) Give conscientious attention to customer care and service. Rude, indifferent or poor service is unacceptable;
- b) Recognition and awareness of cultural difference is paramount in dealing with Chinese consumers;
- c) Regard all Chinese customers with equal respect and consideration;
- d) Give full consideration to the particular requirements of people with disabilities and those with special needs, and make suitable provision where applicable;
- e) Ensure all customers' enquiries, requests, bookings, refunds etc. are dealt with promptly and courteously;
- f) Advise customers at the time of enquiry or booking, and subsequently if requested, of any differences in its products, services, accommodation, facilities or offerings to those advertised by the Licensee;
- g) Ensure customers are informed of all the terms and conditions involved in any transaction and in the case of booking contracts, including the exact amount of payment and any cancellation conditions, prior to or at the time of making the booking;
- h) Unless required by law, disclosure of personal information of customers to any third party without obtaining the customer's consent, is prohibited;
- i) Operate in an ethical, business like basis;
- j) Ensure that advertising (including brochures or other printed or electronic materials) is accurate and truthful, and that it does not mislead;
- k) Establish and maintain complaint handling procedures so that all complaints are dealt with properly and reasonably in a timely manner; and
- l) Act in an environmentally responsible way.